

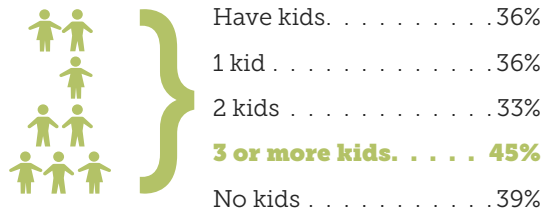
CORN IS A FAVORITE with families, particularly those with three or more children living at home. This group was among the most likely overall to buy corn.

For the seventh year, Caucasian consumers comprised the racial group most likely to buy corn; African Americans were among the least likely to buy overall.

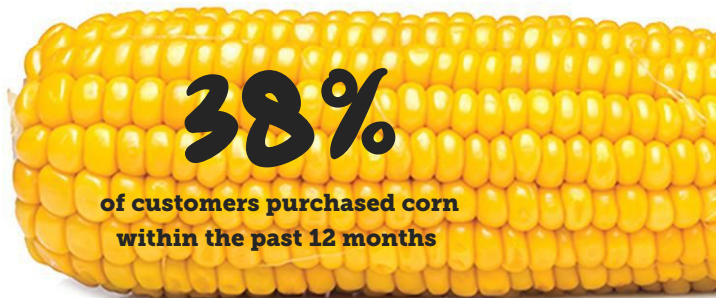
Older shoppers were more apt to make a corn purchase. Those age 60 and older were the most likely overall to do so, while those under age 30 were least likely overall to buy the yellow veggie.

For at least five years, Midwesterners have ranked as the top region for corn purchases— but this year shoppers in the West joined them. 🌽

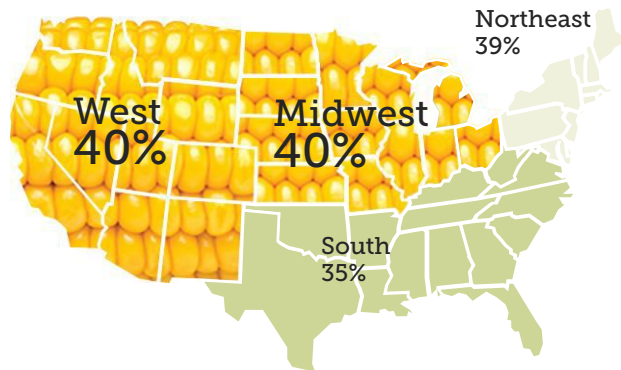
Likelihood of purchase based on presence of children



corn



Likelihood of purchase based on region





Sales

| | 2020 | % change from 2019 |
|--|-------------|--------------------|
| Pounds sold | 1,071,048 | 0.5% |
| Retail sales | \$3,643,572 | -26.8% |
| | 2020 | 2019 |
| Average retail price per lb. | \$3.40 | \$4.66 |
| Dollar share of organic vegetables | \$0.07 | \$0.11 |
| Organic percent of retail corn sales 2020: 0.5% | | |

Source: IRI

OVERVIEW

Organic corn is another produce item that has yet to find a following among most shoppers. Sales fell more than 25% in 2020, and organic sales make up just 0.5% of all corn sales. If your store caters to devoted organic seekers, you may find some success with organic corn.

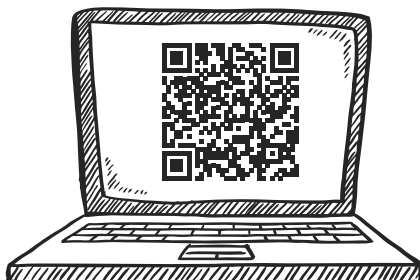
FRESH TRENDS 2021

10% of consumers said they purchased organic corn exclusively, up from 7% last year, while another 14% said they bought organic corn at least some of the time.

MARKETING TIPS

Nothing says summer like corn on the cob so include organic corn in promotions with organic meat. Provide tips on grilling corn in the husk to entice consumers who don't want to heat up the

house boiling water. Cross-promote organic corn with organic butter. If your store doesn't sell a lot of organic corn, consider only stocking shucked, packaged options for a smaller, neater display.



To read more,
scan the QR code.

Dynamic Display



Offer both bulk organic corn as well as partially shucked tray-wrapped corn to appeal to a variety of shoppers.